

PARK COUNTY'S 33RD ANNUAL

Community Christmas Craft Fair

SAT. DECEMBER 7TH 2024 | 9AM - 4PM

EVENT SPONSORSHIP PROSPECTUS





Shown Above: Example Posters from 2022 & 2023

Shown Below: Scan our QR code to view our Facebook



M. Squires, Director
Fairgrounds & Parks Department
46 View Vista Drive
Livingston, Montana 59047
Phone: 406-222-4185

Christmas Fair Sponsorship Prospectus

What is the Community Craft Fair?

Now in its 33rd year, the Park County Community Christmas Craft Fair is set to welcome 60+ vendors and ~1,250 shoppers. Our event offers a unique blend of local shopping, Santa's Workshop, Mrs. Claus' Kitchen, and an exciting ugly sweater contest.

A highlight of our event is Santa's Workshop. Since 2019, we have provided free family fun, featuring activities for a variety of ages such as card & ornament making, wood burning, mini Christmas tree building, games, a photobooth, and enchanting encounters with Santa, Elsa & a balloon making elf! We also give away 50+ goody bags, prizes and transform the space into a magical wonderland!

Beyond the festivities, our event partners with local nonprofits. They help and staff Mrs. Claus' Kitchen, receiving reduced rental fees for future events and all profits from breakfast and tips. Previous partners include the Livingston Ice Skating Association, Sister City, Boy Scout Troop 516, Park County Motor Vehicle Park and the Cool Café for youth.

Your sponsorship ensures the continued success of our fair and the growth of Santa's Workshop!

Breakdown By Numbers

1,250+ Attendees

60+ Vendors

230+ Visits to Santa's Workshop

\$800 Worth of Prizes Awarded

22+ Volunteers

Event Sponsorship Agreement 2024

Page 3, Livingston Enterprise



Kaylee Brisbin, 9, hands a letter she made at the Community Christmas Craft Fair to Santa Claus before having her picture taken at Park County Fairgrounds on Saturday. Enterprise photos by Nellie Howard



Event Sponsorship Agreement 2024

Sponsorship Opportunities and Recognition

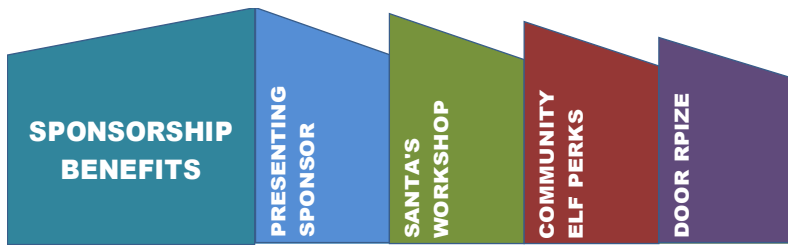
What you get. Sponsors will receive the benefits specific to the opportunity they purchase as listed in the diagram below.

Presenting Sponsor: \$600. This tier offers excellent brand visibility and vital support for our event and includes (7) days of logo placement on our electronic marquee. Funds from this sponsorship level help bolster Santa's Workshop, Community Elf Perks and the Ugly (or fabulous) holiday sweater contest.

Santa's Workshop: \$250. Your logo will feature as a sponsor of Santa's Workshop and Sponsorship funds at this level contribute to goody bags for kids, craft stations, hiring a balloon-making elf, and other enchanting characters, and supporting our Ugly Holiday Sweater Contest. Includes (3) days of logo placement on our electronic marquee.

Community Elf Perks: \$150 or prizes valued at \$200. Sponsorship at this level aids in creating an inviting atmosphere. Funds support a free hot cocoa station, event decorations, and meals from Mrs. Claus' Kitchen for the dedicated volunteers who make our event possible.

Door Prize Sponsor: Donation of merchandise equal to or greater than \$50. Door prizes add to the charm of our event! Donate prizes valued at least \$200 to receive the Community Elf Perks.



25,235+ Potential Impressions

PRE-EVENT RECOGNITION

	PRESENTING SPONSOR	SANTA'S WORKSHOP	COMMUNITY ELF PERKS	DOOR PRIZE
Digital Marquee	❄️	❄️		
Email Blasts	❄️	❄️	❄️	
Event Poster & Program	❄️			
Facebook Event Posting & Video	❄️			
Facebook "Thank You" Posts	❄️	❄️	❄️	

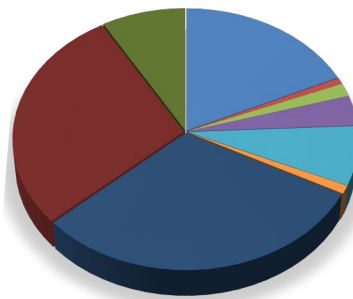
ON-SITE RECOGNITION

	PRESENTING SPONSOR	SANTA'S WORKSHOP	COMMUNITY ELF PERKS	DOOR PRIZE
Branded VIP onsite	❄️			
Logo on Event Sponsor Display	❄️	❄️	❄️	
Onsite Program Inclusion	❄️	❄️		❄️

POST-EVENT RECOGNITION

	PRESENTING SPONSOR	SANTA'S WORKSHOP	COMMUNITY ELF PERKS	DOOR PRIZE
Outgoing Press Releases	❄️			
Thank you Email Blast	❄️	❄️	❄️	❄️
Final Report	❄️	❄️		

Presenting Sponsor Brand Impressions



- Facebook- Event Posting
- Facebook- User Shares
- Facebook- Video Ad
- Email Advertisement
- Customers Impressions
- Vendors Impressions
- Posters
- Electronic Marquee - 7 Days
- Branded VIP Entry Sign

Event Sponsorship Agreement 2024



Christmas Fair 2024

Christmas Fair

December 7, 2024 from 9 AM until 4 PM
Exhibit Building Fairgrounds

Fair Contact

Presented by "TBD Presenting Sponsor"
Morgan Squires, Director
46 View Vista Drive
Livingston, MT 59047

406-222-4185
msquires@parkcounty.org
www.parkcounty.org

Sponsorship Package

- Presenting at \$600
- Santa's Workshop at \$250
- Community Elf Perks \$150
- Door Prize a _____ worth \$ _____
(description of item) (enter retail value)

Business/Organization Name

Sponsoring Business or Organization

When fully executed, this document will establish an agreement between Park County, herein after referred to as "Christmas Fair" and the sponsoring business or organization referred to as "The Sponsor" in support of the 2024 Christmas Fair event in Livingston, Montana.

The Sponsor agrees to pay Christmas Fair as indicated above.

In consideration of the payment above, The Sponsor shall receive appropriate acknowledgement as a sponsor of the 2024 Christmas Fair at the level indicated. Christmas Fair Event Sponsorship Opportunities and Recognition page.

The final decision regarding placement and/or juxtaposition of sponsor(s) logo shall rest with Christmas Fair.

It is understood and agreed that the entire agreement between Christmas Fair and the Sponsor is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to the event sponsorship herein detailed. Any modification of this document shall be made in writing. The agreement is to be construed under the laws of the state of Montana.

If this document correctly states your understanding of our agreement, please sign and date copies and return to Morgan Squires (contact info above).

Terms and Conditions

I agree to pay the following for the above-specified category for the Christmas Fair, December 7, 2024

Sponsor Agreement

Name of Authorized Representative		City	
Address	Phone number	State	Zip
Email Address		Date	
Signature		Date	
Fairgrounds Signature		Date	